



# Maryland Seafood Marketing

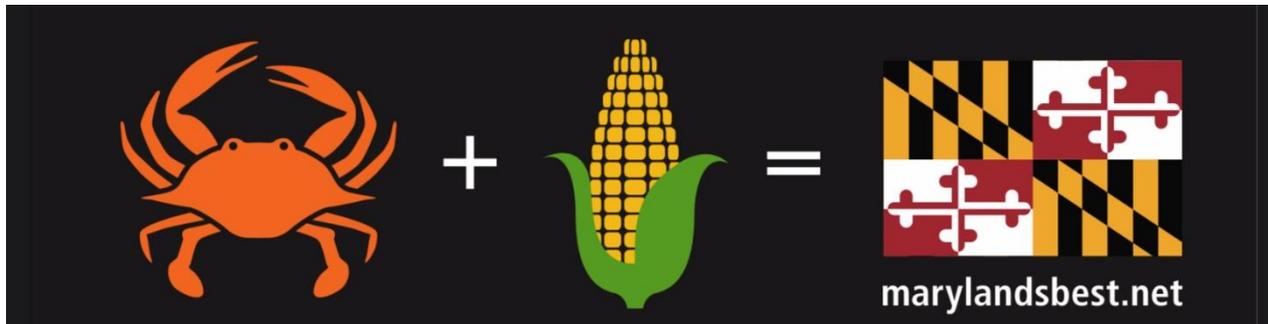
*Rural Summit*

Stone Slade  
December 1, 2021



# Program Goals

- ✓ Increase sales for Maryland seafood products
- ✓ Increase consumer demand for Maryland seafood
- ✓ Increase market share for Maryland seafood



# Marketing Strategy – 2020/2021



- **Strengthen & Utilize Key Partnerships:** DNR, ORP, RAM, CBSIA, U of MD, USDA, NOAA and more.
- **Heavily Promote Restaurants :** Restaurants selling Maryland seafood.
- **Focus on Core Products :** Crabs, Crabmeat, oysters, rockfish, blue catfish and some lesser species.
- **Cooking at Home:** Chef demonstrations and easy recipes.
- **Targeted Advertising:** – Focus on social media advertising, while utilizing other strategic media outlets.

# Strategic Promotions & Advertising Review



# Annapolis Oyster Festival



- **Downtown Annapolis Promo**
- **March 1<sup>st</sup> – 21<sup>st</sup> 2021**
- **Over 20 Participating Restaurants**
- **Advertising, PR and social media support**
- **Consistently sold out of oysters**

# WTMD Virtual First Thursday Concert Series



- **WTMD Radio Virtual Concert Series**
- **May – October 2021**
- **Radio ads, video promos and on air promos**
- **Average 5,000 viewers**
- **Key demographic**

# MPT – Farm & Harvest



**MARYLAND**  
**FARM & HARVEST**

*Stories about the people who feed our state!*

**Tuesdays at 7:00pm**

**mpt** 

- In total 14 episodes feature Maryland seafood stories
- Products covered include crabs, blue catfish, rockfish and lots of oyster operations
- **Over 10 million viewers have tuned in to watch Maryland Farm & Harvest**

# Events & Promos - Web Site

**KEEP  
CALM  
AND  
CARRY  
OUT**



**Over 25,000 Consumers**

**BUY LOCAL DURING STAY AT HOME ORDER**



**Over 25,000 Consumers**

# Consumer Friendly Recipes



**BLACKENED BLUE CATFISH & GRITS**

**CATFISH INGREDIENTS**

- 1 pound - Catfish,
- 2 each - Garlic Cloves, Minced
- Raw Cut into 3" Strips
- 3 tablespoons - Olive Oil
- ¼ cup - Blackening
- Salt & Black Pepper to taste
- Cajun Seasoning

**CATFISH DIRECTIONS**

- Combine in a mixing bowl and let marinate for at least 1 hour.
- Cook in a cast iron skillet to blacken until just cooked through.

**GRITS INGREDIENTS**

- 2 cups - Heirloom, Thick Grits
- 4 tablespoons - Butter, Unsalted
- 4 cups - Any Stock
- Salt and Black
- ¼ pound - Tasso or smoked ham diced
- Pepper to taste
- ¼ pound - Andouille, Diced
- ¼ cups - Mascarpone
- 3 sprigs - Thyme
- 1 each - Lemon, Whole
- .5 each - White Onion, Minced
- Cooking Oil

**CATFISH DIRECTIONS**

- Sauté onions, thyme, tasso, and andouille
- Pour in the stock and bring to a boil.
- Add the grits and stir well. Bring back to a boil and then reduce to a simmer.
- Cook until grits is tender. Pick out the thyme stems. Stir in butter and season to taste.
- Serve grits in a bowl, top with a dollop of room temperature mascarpone and the blackened blue catfish.

**CHESAPEAKE CHEF SERVICE**

**MYTH OF MOONSHINE**  
EST. 2012 - CHESAPEAKE, VA



**CHICKEN FRIED SNAKEHEAD**

AN INVASIVE SPECIES THAT IS DOWNRIGHT TASTY!!

**INGREDIENTS**

- 1 qt AP flour
- 1 Tbsp Smoked Paprika
- 1 Tbsp Dry Thyme
- 1 Tbsp Rubbed Sage
- ½ Tbsp Cayenne Pepper
- 1 Tbsp Kosher Salt
- 4- 6oz fillets of Snakehead fish
- 4 Tbsp. Blackening Seasoning
- 1 qt Buttermilk
- 1 qt Vegetable Oil

**DIRECTIONS**

- Mix together the first 6 ingredients to make Cajun Flour
- Season each fillet with 1 Tbsp of Blackening Seasoning and let sit
- In a large skillet, heat oil until 365 degrees.
- Coat each fillet in Cajun flour, then buttermilk, then again in Cajun flour.
- Gently drop all fillets into the oil, maintaining 365 degrees.
- Cook until golden brown and pat dry.

**FOR MORE INFORMATION VISIT WWW.MARYLANDSBEST.NET**

**MYTH OF MOONSHINE**  
EST. 2012 - CHESAPEAKE, VA



**GAZPACHO WITH CRAB MEAT**

A SPANISH-STYLE SOUP WITH A MARYLAND TWIST!

**INGREDIENTS**

- 2 slices cubes, crust-less, day old bread
- 1/2 Tbsp minced fresh garlic
- 1 Tbsp salt
- 2 Beefsteak Tomatoes
- 1/4 green pepper, diced
- 4" section of seeded, peeled cucumber
- 1/2 Tbsp red wine vinegar
- 1 Tbsp sherry vinegar
- 1/2 cup extra virgin olive oil
- 1 cup cold water

**DIRECTIONS**

- Soak bread cubes in water for 15 minutes.
- Squeeze excess water from bread and add to food processor along with all other ingredients reserving oil and water.
- Puree until smooth.
- With food processor on, emulsify oil into gazpacho by adding in a slow steady stream.
- Blend in water.
- Chill overnight and serve topped with a dash of old bay and fresh, local crab.

**FOR MORE INFORMATION VISIT WWW.MARYLANDSBEST.NET**

**MYTH OF MOONSHINE**  
EST. 2012 - CHESAPEAKE, VA



**BLUE CATFISH CEVICHE**

AN INVASIVE SPECIES THAT IS DOWNRIGHT TASTY!!

**Ingredients**

- 1 ½ Grapefruit, juiced
- Zest of ½ Grapefruit
- 3 limes, juiced
- Zest of 1 lime
- 1 Tbsp granulated sugar
- 1 Tbsp Chopped cilantro
- 1 scallion, thin sliced
- 1 lb of the freshest Blue Catfish available.

**Method**

- Combine all ingredients in a gallon sized resealable bag.
- Shake to combine.
- Cut Catfish into 1" thick cubes.
- Marinate for exactly 4 hours.
- Cut a cube in half to determine doneness.
- Catfish is fully cooked when evenly opaque throughout.

**FOR MORE INFORMATION VISIT WWW.MARYLANDSBEST.NET**

Over 5,000 recipes downloaded from the website!

# Events & Promos - Cooking Videos



**Crab Tower  
with Chef Jasmine Norton**



**Blue Catfish  
with Chef Brian Cieslak**

# Farm & Bay to Table – Cooking Series



The graphic features a circular logo on the left with a yellow corn cob and a red crab above the text "FARM & BAY to Table". To the right, a photo of Chef John Shields is shown next to his name. Below the photo, there are two paragraphs of text describing the program's focus on Maryland picnic food. At the bottom, a red banner contains the event title and date.

**with Chef  
John Shields**

*Marylanders love a good picnic and know how to do it right! This virtual program showcases easy homemade lemon ice cream with Kate Dallam from Harford County's very own Bloom's Broom Dairy.*

*Then we'll join Mary Hastler and Chef John live from his kitchen to prepare fresh tomatoes every which way, along with Miss Lorraine's Barbecued Chicken, and Corn, Crab, & Red Pepper Salad. We've got it all- including lemons with peppermint sticks!*

**PICNIC FOOD ACROSS MARYLAND**  
Thursday, July 8 7-8 pm

**Thousands of views of each episode!**

# Maryland's Best Seafood - Promos

- **US Oyster Festival**
- **Crab Cooking Contest**
- **Governor's Buy Local Challenge**
- **Keep Calm & Carryout**
- **Direct to Consumer GIS Map**
- **Producer & Chef Video Series**

# Advertising

- **Maryland Crabs**
- **Oysters**
- **Blue Catfish**
- **Rockfish**
- **Lesser Species**
- **Radio – WYPR, WTMD, WRNR**
- **Billboards – DC & Baltimore Metro**
- **MPT Promotions**
- **Print – Trade & Consumer publications**
- **Social Media**

# Advertising – Social Media

## Oysters

Maryland's Best Sponsored · 🌐

Enjoy local farm raised oysters! In this video learn about Orchard Point Oyster Co. in Kent County #Maryland.

WWW.MARYLANDSBEST.NET  
Orchard Point Oyster Co. - Maryland's Best [LEARN MORE](#)

Graham ... 6 Comments 51 Shares

Reach =  
25,168

## Crabmeat

Maryland's Best Sponsored · 🌐

This Saturday is the first Buy #Maryland Seafood Day! In celebration we thought we'd start with a Maryland favorite. In ...See More

Mark St... 23 Comments 211 Shares

Like Comment Share

Reach =  
20,124

## MD Seafood

Maryland's Best Sponsored · 🌐

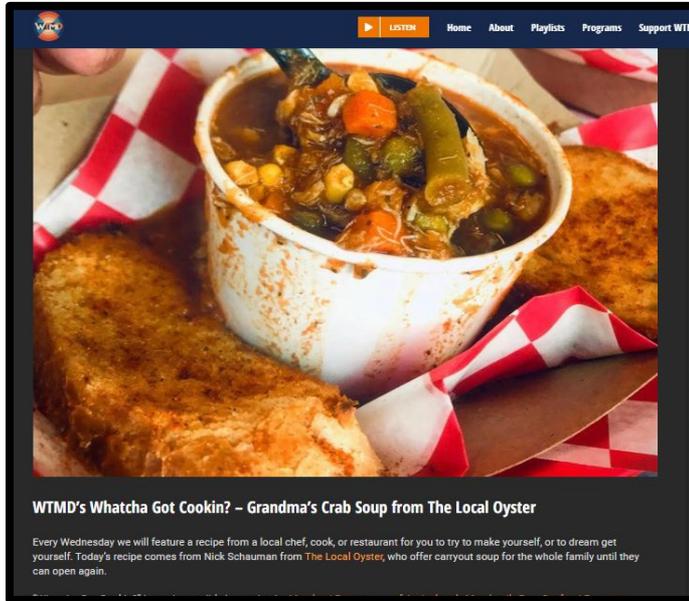
Saturday is Buy Maryland Seafood Day! Celebrate our state's watermen and enjoy fresh, local seafood.

+4

Reach =  
40,552

**Average Reach of 10,000 Consumers Per Week!**

# Advertising - Radio



## Whatcha Got Cooking Wednesday

Special program on WTMD radio to feature chefs and recipes for the seafood products we are promoting in spring

### Radio Copy

***Show your support for Maryland's watermen and iconic seafood industry this month and celebrate Buy Local Seafood Days. Our state's watermen offer the freshest, best tasting products available including blue crabs, Chesapeake Bay blue catfish, oysters, rockfish and more. For more information and to find local seafood products visit the Maryland Department of Agriculture's Maryland's Best Seafood web site at [www.marylandsbest.net](http://www.marylandsbest.net).***

# Advertising Breakdown

<u>Advertising</u>	<u>Product</u>	<u>Location</u>	<u>Impressions</u>
WTMD Radio	Seasonal Products	Baltimore Metro	420,000
WYPR Radio	Seasonal Products	Baltimore Metro	2,640,000
WRNR Radio	Seasonal Products	AA Co. and surrounding areas	400,000
MD Farm & Harvest - MPT	Seasonal Products	Maryland	10,800,000
FishTalk Magazine	Blue Catfish	Maryland	75,000
Social Media	Seasonal Products	Maryland	540,800
	<b>Impressions =</b>	<b>14,875,800</b>	<b>Consumers Reached</b>
* Seasonal Products include crabs, oysters, blue catfish, rockfish & lesser species			

# Maryland's Best Website



- 72,394 visitors
- 49,029 searched for seafood info
- 4,103 searched for list of True Blue restaurants
- 4,509 downloaded recipe for crab imperial
- 2,827 downloaded recipe for grilled rockfish

# Activities Moving Forward



# Strategic Plans

- **Redevelop Web Site – User friendly**
- **Marketing Materials – Create new (blue catfish, oysters, etc.)**
- **Seafood Expo North America**
- **Maryland's Best Oyster Pledge**

- **True Blue Program**

- **Maryland's Best Expo**



# Activities Moving Forward

- **Seafood Promo in Canada**
- **Develop New Promo & Cooking Videos**
- **Continue Social Media Campaigns**
- **Study of Blue Catfish Name Change**

# Seafood Marketing Videos

**Maryland Oysters**

**<https://youtu.be/kFnpjBepKBI>**

**Maryland Crabmeat**

**<https://youtu.be/YgUnKb0anzc>**



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# Questions